

## Theme 9



Marketing  
Grammar: word formation



Čas potřebný k prostudování učiva lekce: 10 vyučujících hodin  
Čas potřebný k ověření učiva lekce: 60 minut



KLÍNSKÝ P., MÜNCH O., CHROMÁ D., *Ekonomika*, EDUKO PRAHA, 2010. 180s. ISBN 978-80-87204-21-4.

PORVICOVÁ J., *Ekonomika a podnikání na dlani*, RUBICO OLOMOUC, 2002. 112s. ISBN 80-85839-80-6.

SAMUELSON P.A., NORDHAUS W.D., *Ekonomie*, Nakladatelství Svoboda Praha, 1995. 1011s. ISBN 80-205-0494-X.

SAMUELSON P.A., NORDHAUS W.D., *Economics*, Fourteenth Edition, McGRAW-HILL, INC. 1992. 784s. ISBN 0-07-054879-X.

FRAUS, *Velký ekonomický slovník*, FRAUS, 2007. 1312s. ISBN 978-80-7238-639-0.

COLLINS-COBUILD, *Business Vocabulary in Practice*, HarperCollins Publishers Glasgow, 2003. 248s. ISBN 0-00-714303-6.

LONGMAN, *Dictionary of Contemporary English*, LONGMAN. 2003. 1949s. ISBN 0-582-50664-6.

ČAPKOVÁ H. a kol., *English for Economists*, EKOPRESS PRAHA, 2002. 570s. ISBN 80-86119-52-1

TULLIS G., TRAPPE T., *New Insights into Business*, LONGMAN, 2004. 176s. ISBN 987-0-582-84887-0.



V případě potřeby je možno konzultovat konkrétní problém s vyučujícím daného kurzu

### 1. Connect the adjectives below with appropriate negative prefixes.

(believable, mature, responsible, literal, friendly, curable, legal, rational,  
advantageous, patient, accurate, legible, regular, perfect, honest)

UN- .....

DIS- .....

IM- .....

IR- .....

IN- .....

IL- .....

### 2. Most of the following words are nouns and verbs (plant – rostlina, pěstovat). Cross out those which are only a verb or a noun.

Look, cause, attempt, effect, return, open, work, wish, water, need, suggest, offer, answer, accept,  
emphasis, study, reply.

### 3. Add the suitable prefix to form a personal noun (science – scientist).

Serve - .....

Employ - .....

Address - .....

Read - .....

Guard - .....

Act - .....

Engine - .....

Library - .....

Drama - .....

Biology - .....

Fire - .....

Surgery - .....

#### 4. Complete the table.

VERB	ADJECTIVE	NOUN
analyse		
		change
	intent	
		fascination
integrate		
	sustainable	
		tolerance
speculate		
speed		
	governing	
apply		

#### 5. Use the word in capitals to form a word which fits the blank space.

Command economy is a centrally ..... system. (CONTROL)

National economy is divided into sectors from the aspect of phases in ..... chain. (PRODUCE)

Companies ..... goods and services to their customers. (PROVISION)

Silent partnership is established by a ..... contract. (WRITE)

The advantage of demand deposits depends on their ..... (ACCESSIBLE)

Market research represents an essential activity of ..... (MARKET)

## KEY

### 1. Connect the adjectives below with appropriate negative prefixes.

(believable, mature, responsible, literal, friendly, curable, legal, rational, advantageous, patient, accurate, legible, regular, perfect, honest)

UN- believable, friendly

DIS- honest, advantageous

IM- patient, mature

IR- regular, responsible, rational

IN- curable, accurate

IL- literal, legible, legal

### 2. Most of the following words are nouns and verbs (plant – rostlina, pěstovat). Cross out those which are only a verb or a noun.

Look, cause, attempt, effect, return, open, work, wish, water, need, suggest, offer, answer, accept, emphasis, study, reply.

### 3. Add the suitable prefix to form a personal noun (science – scientist).

Serve - servant

Employ – employer, employee

Address - addressee

Read - reader

Guard - guardian

Act – actor, actress

Engine - engineer

Library - librarian

Drama – dramatist

Biology - biologist

Fire - fireman

Surgery – surgeon

#### 4. Complete the table.

VERB	ADJECTIVE	NOUN
analyse	analytic	analyses
change	changeable, changing	change
intent	intent	intention
fascinate	fascinating, fascinated	fascination
integrate	integral	integration
sustain	sustainable	sustainability
tolerate	tolerant	tolerance
speculate	speculative	speculation
speed	speedy	speed
govern	governing	government
apply	applying, applied	applicant, application

#### 5. Use the word in capitals to form a word which fits the blank space.

Command economy is a centrally **controlled** system. (CONTROL)

National economy is divided into sectors from the aspect of phases in **production** chain. (PRODUCE)

Companies **provide** goods and service to their customers. (PROVISION)

Silent partnership is established by a **written** contract. (WRITE)

The advantage of demand deposits depends on their **accessibility**. (ACCESSIBLE)

Market research represents an essential activity of **marketing**. (MARKET)